

## ORDER



**Orders**

Order / Rev:	47032
Alt Order #:	9782001 /Brad
Product Desc:	AMER FOR PROSPERITY
Estimate:	478
Flight Dates:	08/28/12 - 09/03/12
Original Date / Rev:	08/03/12 / 08/03/12
Order Type:	GENERAL

**WHP-TV CBS21**

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

**Agency**

Name:	Mentzer Media Services
Buying Contact:	
Billing Contact:	
	600 Fairmount Ave
	Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

**Advertiser**

Name:	Americans for Prosperity
Demographic:	A50+
Product Codes:	Issues/Propositions
Priority:	P-1
Revenue Codes:	AGY, POL-ISS, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	32	\$18,325.00	\$15,576.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	32	\$18,325.00	\$15,576.25	0.00
<b>Totals</b>	<b>32</b>	<b>\$18,325.00</b>	<b>\$15,576.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Millennium Washington DC Start Of Order - End Of Order 100%

**Order Share**

	Share	Total
WHP-TV CBS21	27%	\$18,325.00
Market	100%	\$67,870.37

**Competitive Share**

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	52%	\$35,292.59
WHTM	10%	\$6,787.04
WLYH	0%	\$0.00
WPMT	11%	\$7,465.74

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WHP	08/28/12	08/31/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	- TWTF--	:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	- TWTF--		3				\$200.00		0.00			
E 2	WHP	08/28/12	08/31/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	- TWTF--	:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	- TWTF--		3				\$200.00		0.00			
E 3	WHP	08/28/12	08/31/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	- TWTF--	:30	3	\$250.00	P-1	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	- TWTF--		3				\$250.00		0.00			

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 4	WHP	08/28/12	08/31/12	M-F	7p-730p	CM	7p-730p		-TWTF--	:30	2	\$950.00	P-1	0.00	NM	2	\$1,900.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>						
		Week: 08/27/12	09/02/12	-TWTF--			2		\$950.00			0.00						
E 5	WHP	08/28/12	08/31/12	M-F	730p-8p	CM	730p-8p		-TWTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>						
		Week: 08/27/12	09/02/12	-TWTF--			3		\$1,000.00			0.00						
E 6	WHP	08/28/12	08/31/12	M-F	11p-1135p	News	CM	11p-1135p		-TWTF--	:30	3	\$300.00	P-1	0.00	NM	3	\$900.00
				CBS 21 News at 11p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>						
		Week: 08/27/12	09/02/12	-TWTF--			3		\$300.00			0.00						
E 7	WHP	08/30/12	08/30/12	NFL PRS Game	Steelers	CM	Various		---T---	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00	
				NFL PRS Game	Steelers													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>						
		Week: 08/27/12	09/02/12	---T---			1		\$2,000.00			0.00						
E 8	WHP	08/31/12	08/31/12	Fri Reg 2		CM	9p-10p		---F--	:30	2	\$1,250.00	P-1	0.00	NM	2	\$2,500.00	
				Fri 9p-10p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>						
		Week: 08/27/12	09/02/12	---F--			2		\$1,250.00			0.00						
E 9	WHP	09/01/12	09/01/12	Sa 7p-730p		CM	7p-730p		-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00	
				Sa 7p-730p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>						
		Week: 08/27/12	09/02/12	-----S-			1		\$250.00			0.00						
E 10	WHP	09/01/12	09/01/12	Sa 730p-8p		CM	730p-8p		-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00	
				Sa 730p-8p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>						
		Week: 08/27/12	09/02/12	-----S-			1		\$250.00			0.00						
E 11	WHP	09/01/12	09/01/12	Sat Reg 2		CM	9p-10p		-----S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00	
				Sat 9p-10p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>						
		Week: 08/27/12	09/02/12	-----S-			1		\$500.00			0.00						
E 12	WHP	09/02/12	09/02/12	CBS Sun Morning		CM	9a-1030a		-----S	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00	
				CBS Sun Morning														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>						
		Week: 08/27/12	09/02/12	-----S			1		\$300.00			0.00						
E 13	WHP	09/02/12	09/02/12	Face the Nation		CM	1030a-1130a		-----S	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00	
				Face the Nation														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>						
		Week: 08/27/12	09/02/12	-----S			1		\$225.00			0.00						
E 14	WHP	09/02/12	09/02/12	Sun Reg 1		CM	7p-8p		-----S	:30	1	\$1,650.00	P-1	0.00	NM	1	\$1,650.00	
				Sun 7p-8p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>						
		Week: 08/27/12	09/02/12	-----S			1		\$1,650.00			0.00						
E 15	WHP	09/03/12	09/03/12	M-F 5p-530p	News	CM	5p-530p		M-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00	
				CBS 21 News at 5p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>						
		Week: 09/03/12	09/09/12	M-----			1		\$200.00			0.00						
E 16	WHP	09/03/12	09/03/12	M-F 530p-6p	News	CM	530p-6p		M-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00	
				CBS 21 News at 530p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>						
		Week: 09/03/12	09/09/12	M-----			1		\$200.00			0.00						
E 17	WHP	09/03/12	09/03/12	M-F 6p-630p	News	CM	6p-630p		M-----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00	
				CBS 21 News at 6p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>						
		Week: 09/03/12	09/09/12	M-----			1		\$250.00			0.00						
E 18	WHP	09/03/12	09/03/12	M-F 7p-730p		CM	7p-730p		M-----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00	
				M-F 7p-730p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>						
		Week: 09/03/12	09/09/12	M-----			1		\$950.00			0.00						

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